

UNCW's Open Textbook Initiative

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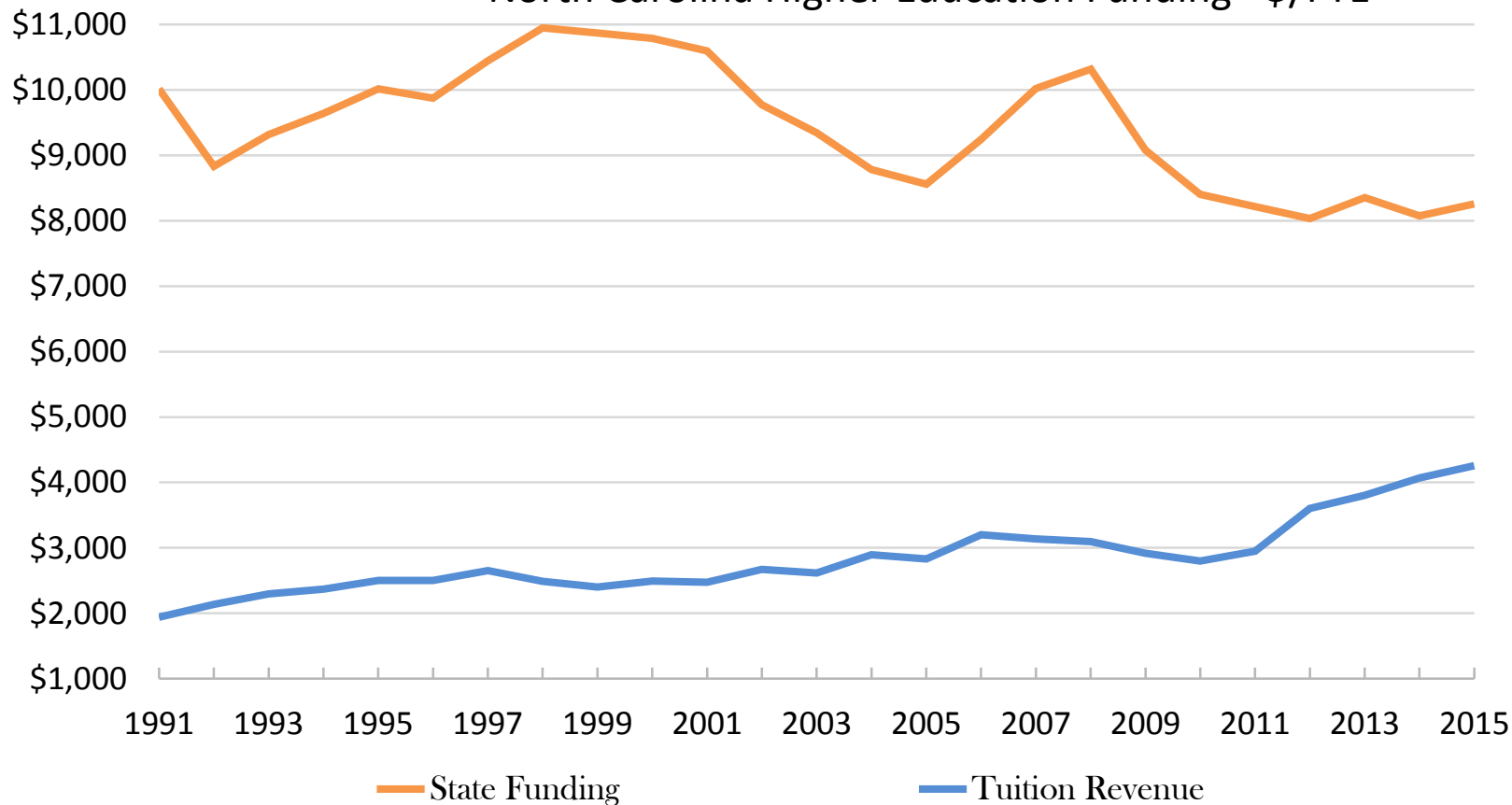
United Nations

Universal Declaration *of* **Human Rights**



“...higher
education shall be
equally accessible
to all”

North Carolina Higher Education Funding - \$/FTE



The average borrower owes more than

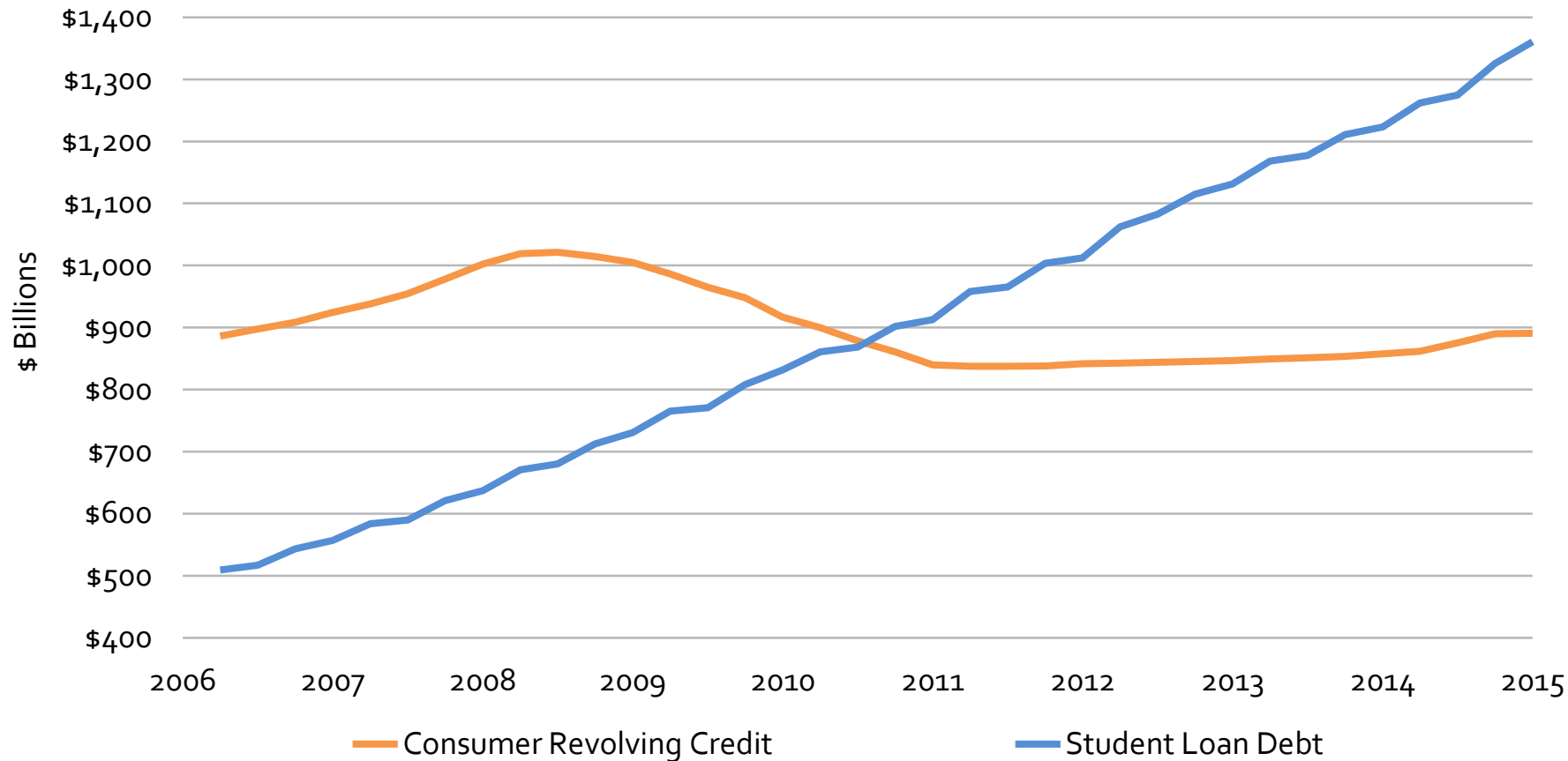
\$30,100

in student loans (class of 2015).

North Carolina = \$25,645

UNCW = \$26,730 (class of 2014)

US Debt



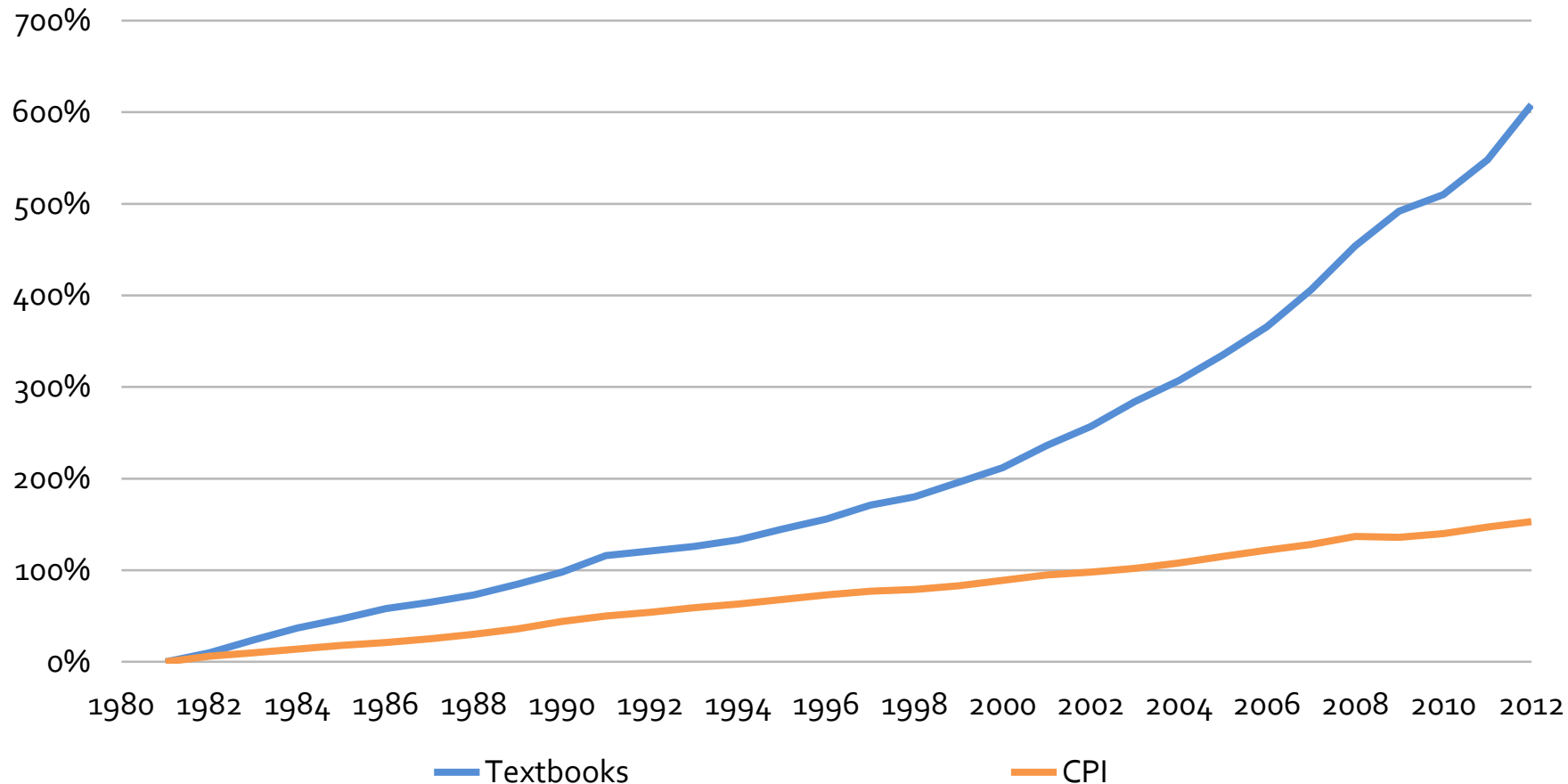
Cost of Attendance?

- Tuition and Fees
- Room and Board
- Books and Supplies
- Personal Expenses
- Transportation
- Health Insurance

What can we do?

- Tuition and Fees
- Room and Board
- **Books and Supplies**
- Personal Expenses
- Transportation

Increase in Textbook Prices



The average student should budget

\$1,250

for textbooks and course materials in 2017-18

Appalachian State University	\$700	UNC Chapel Hill	\$1,604
East Carolina University	\$1,280	UNC Charlotte	\$1,200
Elizabeth City State University	\$362	UNC Greensboro	\$956
Fayetteville State University	\$1,000	UNC Pembroke	\$1,505
North Carolina A&T State University	\$1,400	UNC Wilmington	\$1,126
North Carolina Central University	\$1,500	UNC School of the Arts	\$1,250
North Carolina State University	\$1,082	Western Carolina University	\$2,151
UNC Asheville	\$1,200	Winston-Salem State University	\$1,300

Coping with the Cost

- Purchase an older edition of the textbook
- Delay purchasing the textbook
- Never purchase the textbook
- Share the textbook with other students
- Download textbooks from the internet

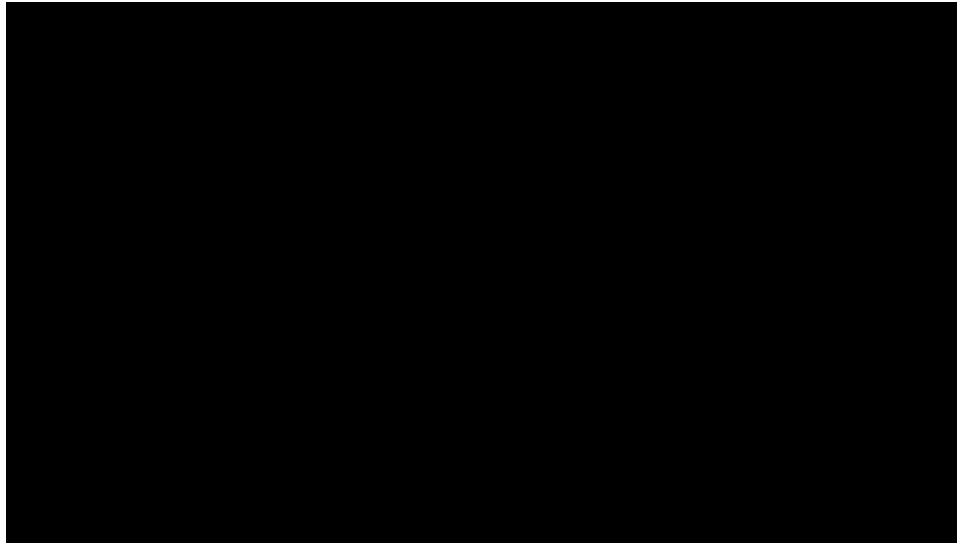
59%

of students report that they have had to wait for their financial aid check to purchase textbooks.

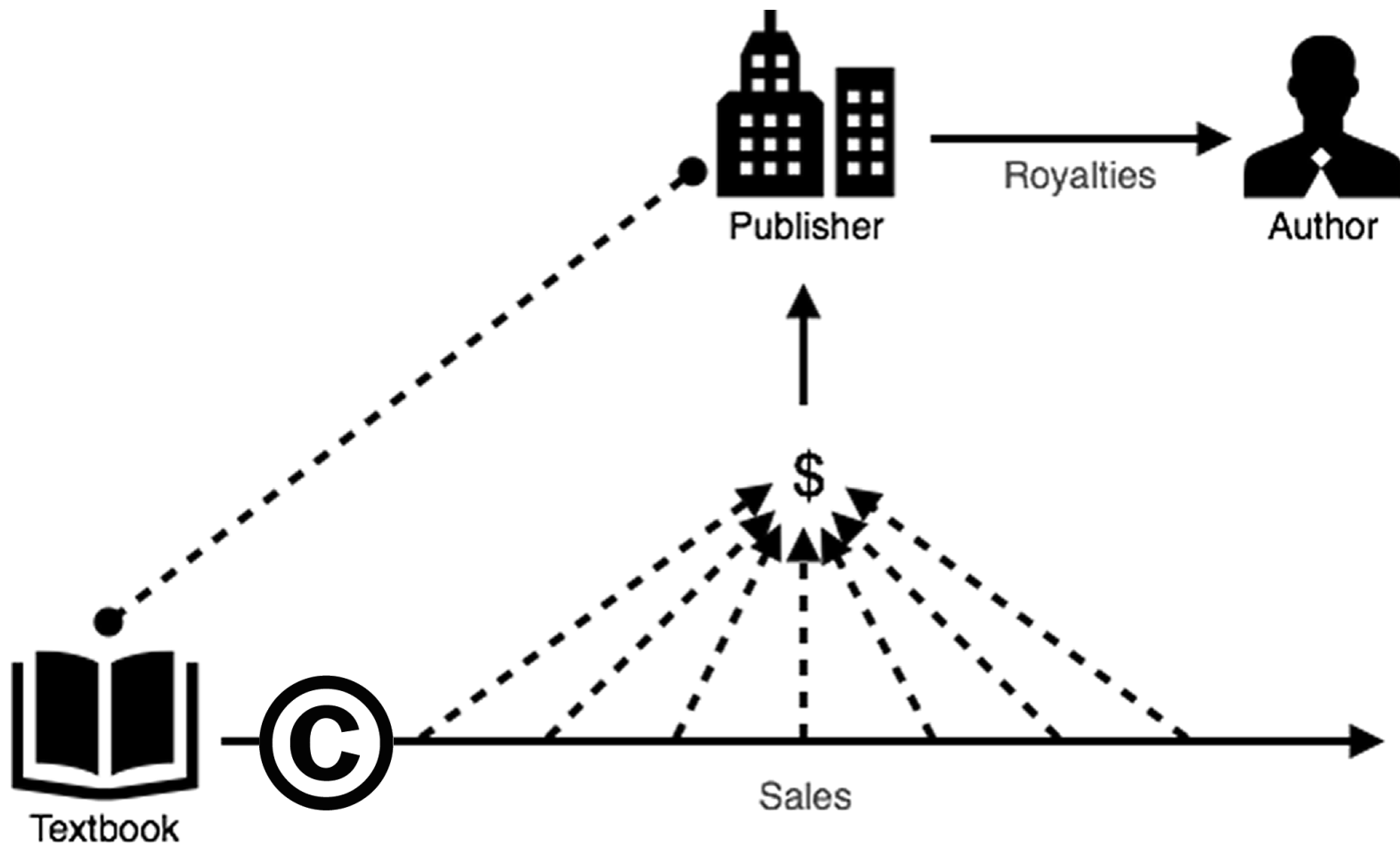
7/10

students surveyed hadn't bought a required textbook due to cost.

UNC-Charlotte students perspectives on the cost of textbooks

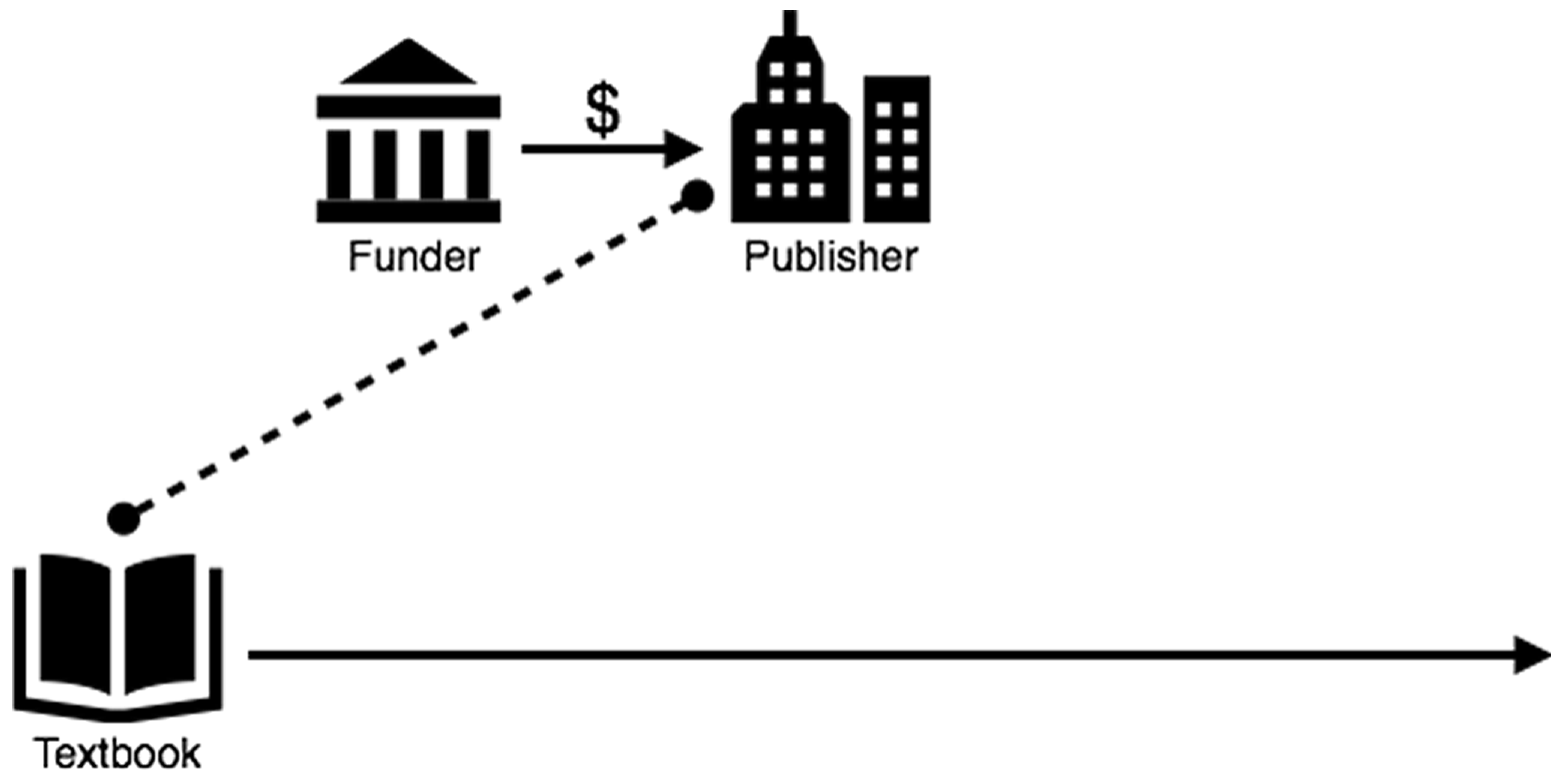


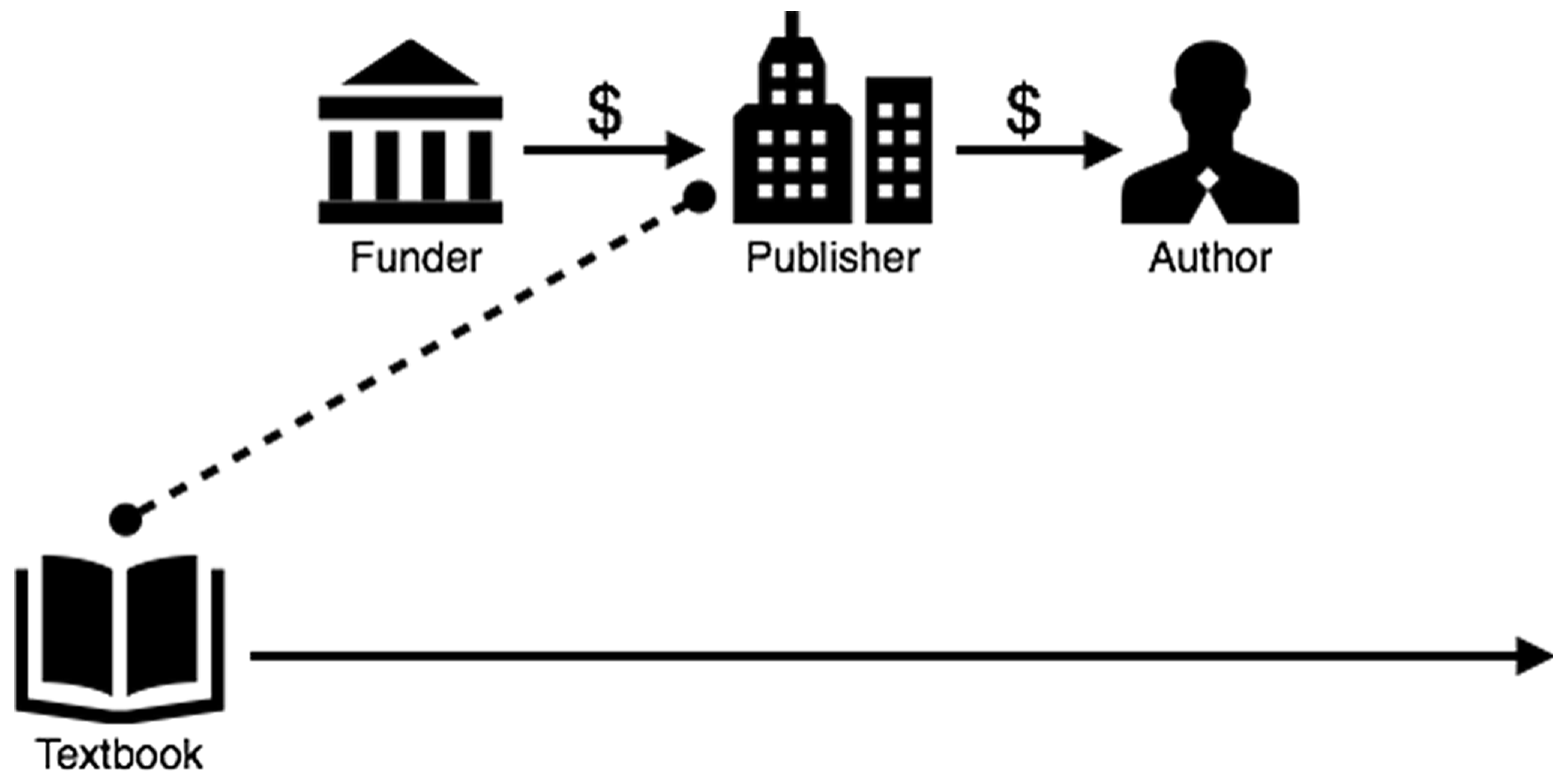
<https://www.youtube.com/watch?v=6E78QZFQdOk>



Other models...





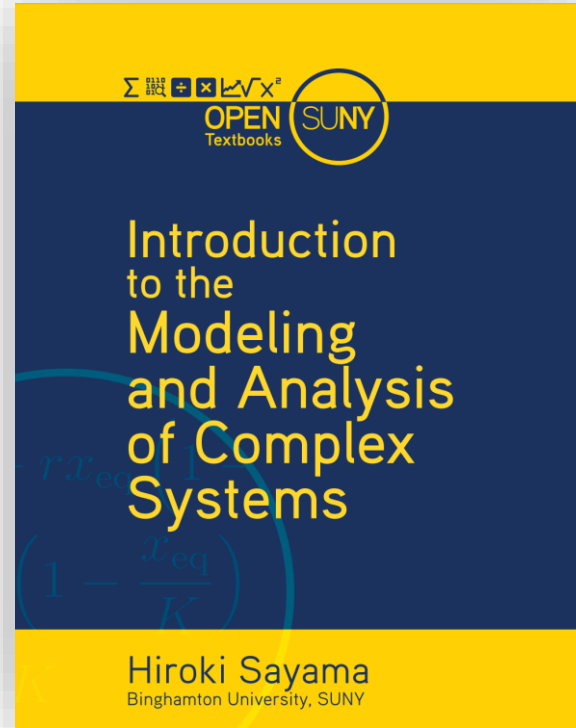
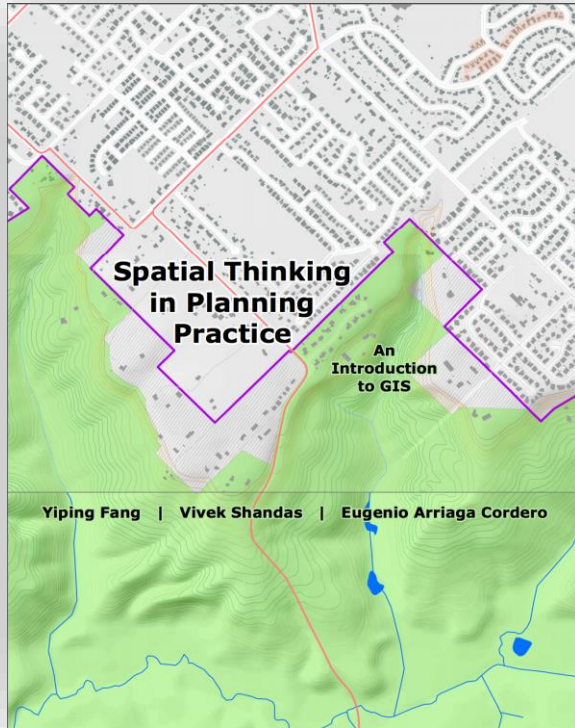




Where does the funding come from?

- ❖ Universities (SUNY, Umass Amherst, Portland State, ...)
- ❖ Foundations (Hewlett, Gates, ...)
- ❖ Governments (state, federal)
- ❖ Institutional Consortia (CALI)

Textbooks funded by their institutions



Textbooks funded by foundations

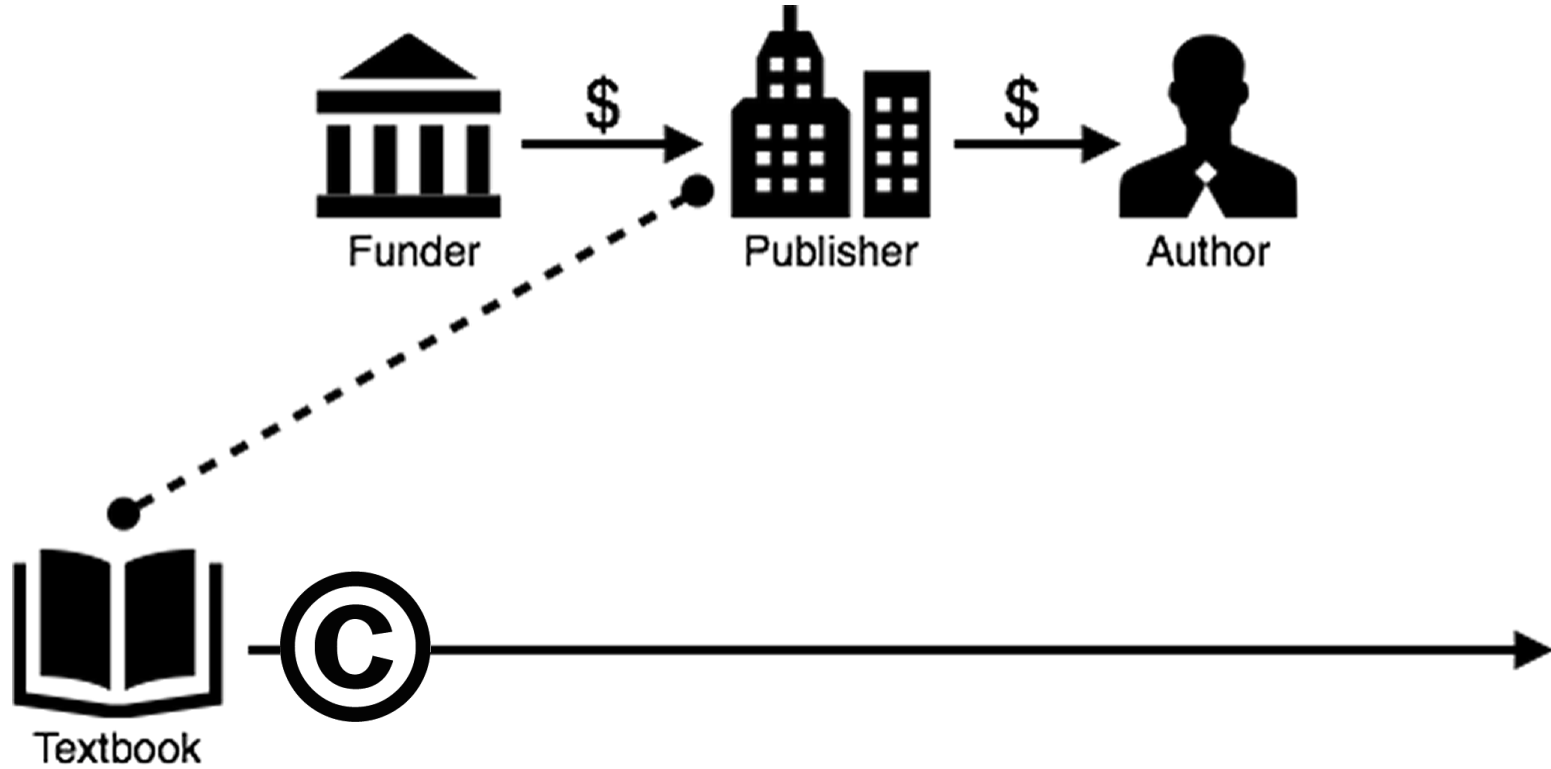
The screenshot displays the OpenStax College website in a web browser. The browser's address bar shows the URL <https://openstaxcollege.org/books>. The website header includes the OpenStax logo, the tagline "Access. The Future of Education.", and navigation links for "OUR BOOKS", "FACULTY", "STUDENTS", "ADMINISTRATORS", "STAXDASH", "NEWS", "HELP US", and "ABOUT US". A green sidebar on the right contains a vertical "ASK US" button. Below the navigation bar, a yellow banner reads: "FREE. OPEN-SOURCE. PEER-REVIEWED. HIGH-QUALITY TEXTBOOKS FOR YOUR COLLEGE COURSE." The main content area features a grid of textbook covers. The first row includes "Algebra and Trigonometry" (large red cover), "Physics" (dark blue), "Sociology" (yellow), "Sociology 2e" (yellow), "Biology" (green), and "Concepts in Biology" (orange). The second row includes "Anatomy and Physiology" (dark blue), "Statistics" (yellow), "Precalculus" (orange), "Algebra and Trigonometry" (red), and "Algebra" (blue). The third row shows "Principles of Economics" (dark blue), "Principles of Macroeconomics" (green), "Principles of Microeconomics" (orange), and "U.S. History" (dark blue).

Textbooks funded by a non-profit consortium

The screenshot displays the eLangell Bookstore website, a platform for legal textbooks. The browser's address bar shows the URL www.cali.org/the-elangell-bookstore. The website's header features the CALI logo (The Center for Computer-Assisted Legal Instruction) and a search bar. A navigation menu includes links for Home, Lessons, Ebooks, Explore, Awards, Conference, and Events. The main content area, titled "The eLangell Bookstore", showcases four featured textbooks:

- U.S. Federal Income Taxation of Individuals 2015** by Deborah A. Geier, published by eLangell Press.
- Federal Rules of Bankruptcy Procedure 2014-2015**, published by eLangell Press.
- Federal Rules of Appellate Procedure 2014-2015**, published by eLangell Press.
- Federal Rules of Evidence 2015**, published by the Legal Information Institute (LII).

Below these featured titles, there are additional book covers partially visible, including "Federal Rules of Civil Procedure 2014-2015" and "Federal Rules of Criminal Procedure 2014-2015".





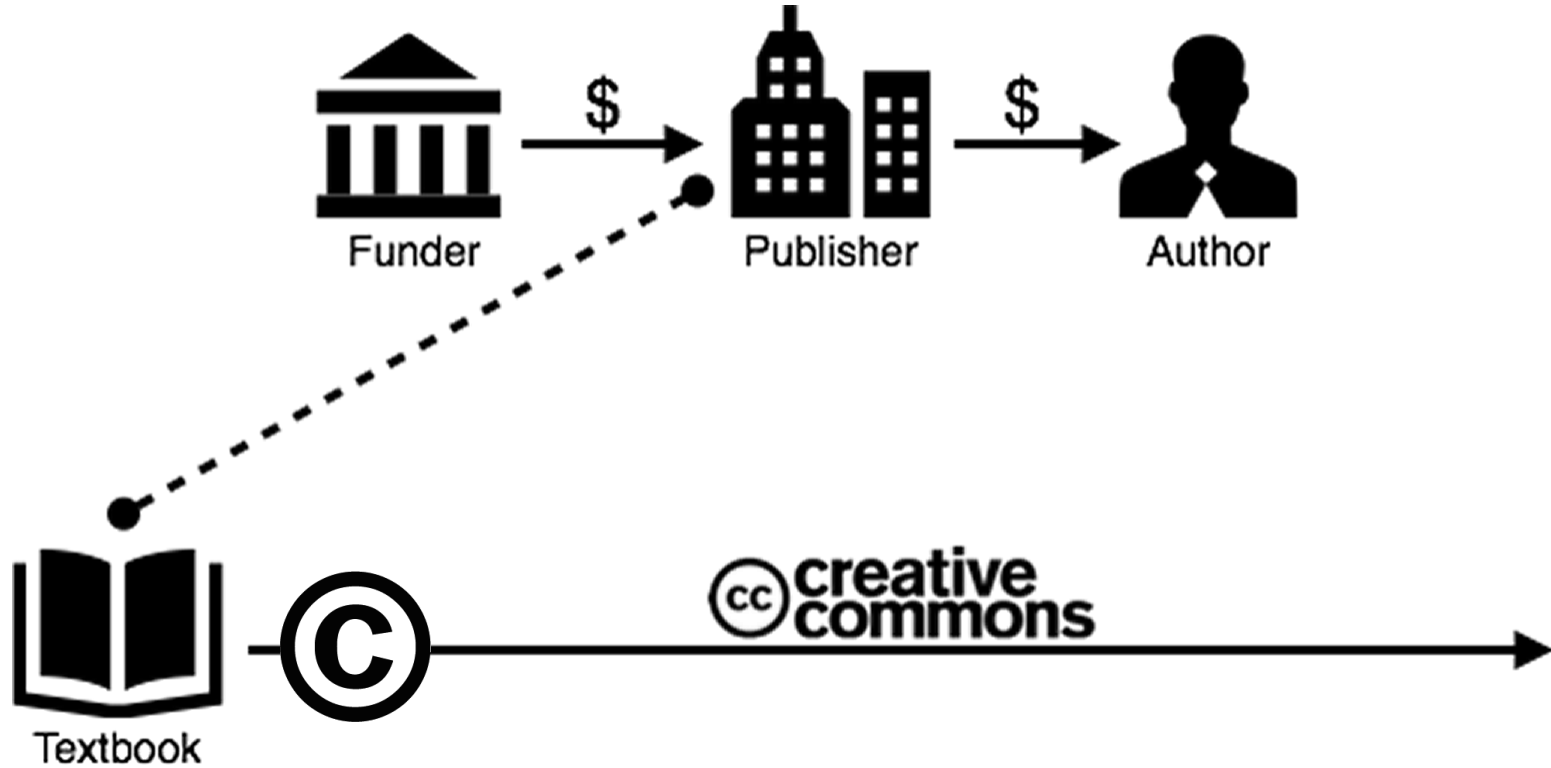




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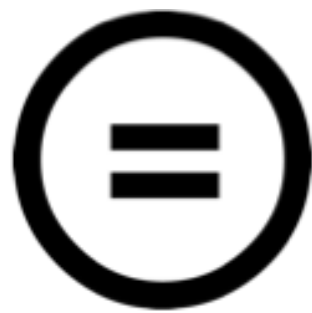
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SA



ND



Open Courseware page showing Creative Commons

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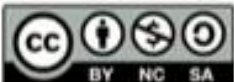
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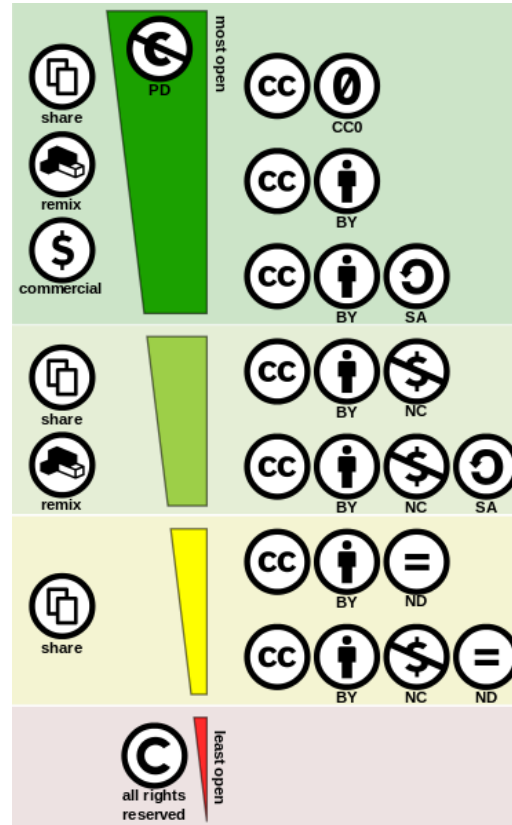




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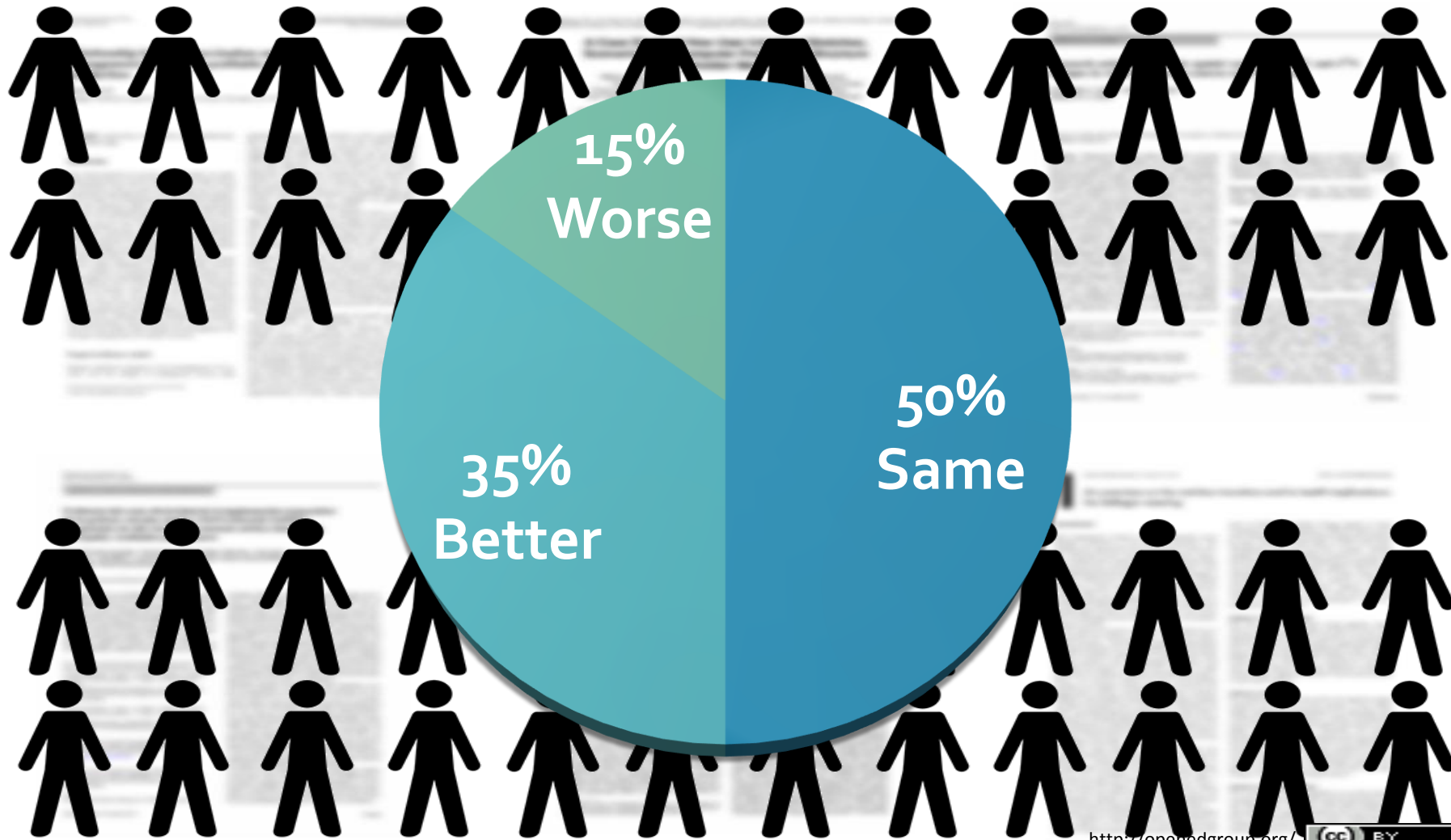


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Survey of student and teacher perceptions of Open Textbooks compared to traditional resources





Open Education Resources (OERs)

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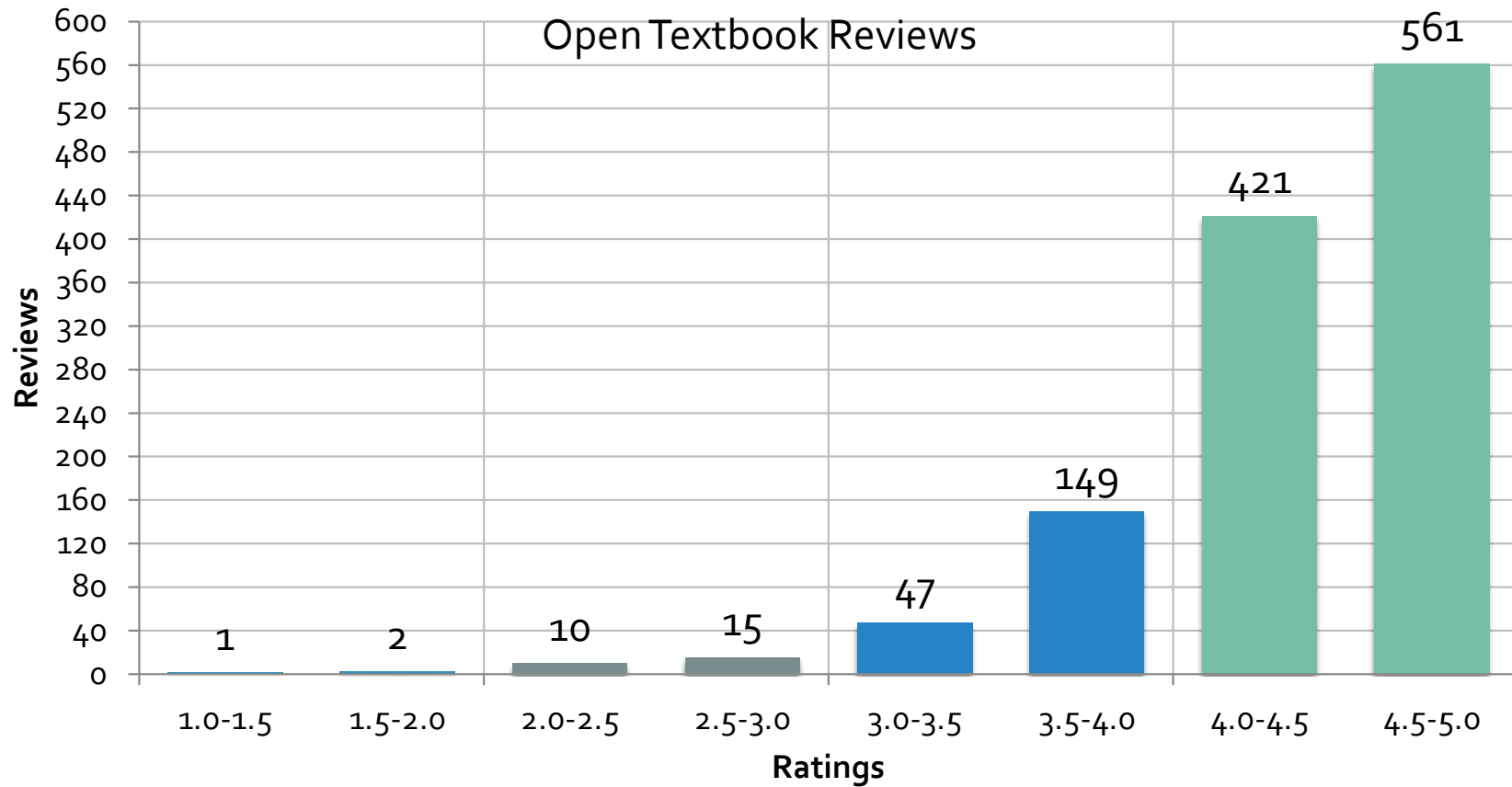
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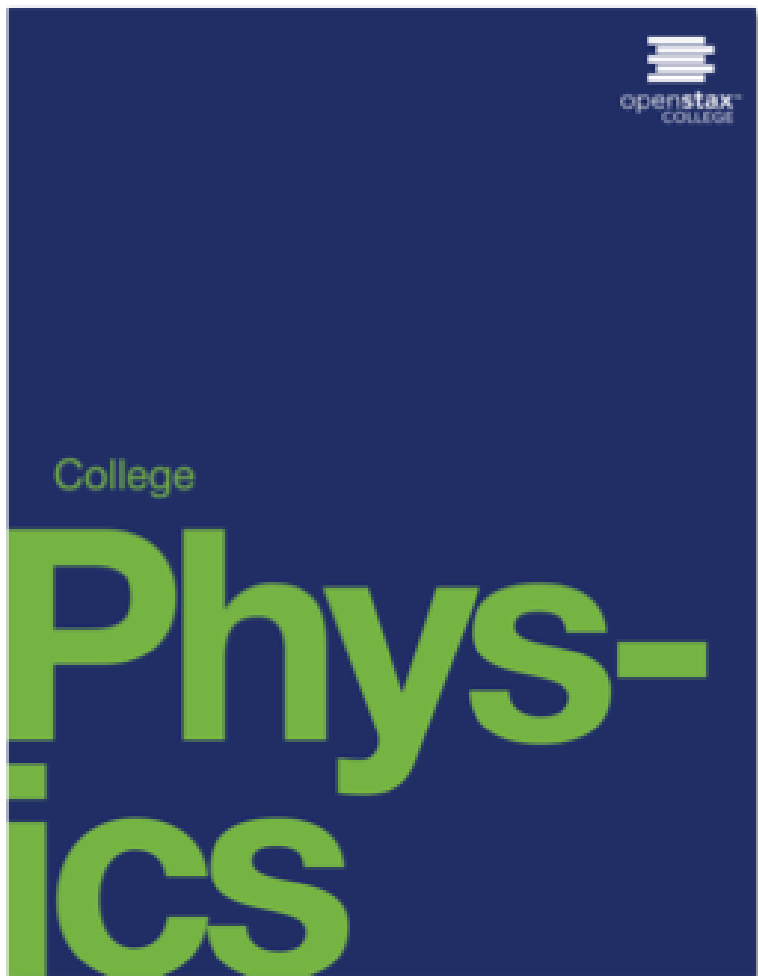
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Sample textbook

Introductory, algebra-based, two-semester college physics

1272 pages

Available in

PDF

ePub

Print

Web

Bookshare (accessible)

Instructor solution manual

Powerpoint slides

Editing in Open Textbook

PROJECT MANAGEMENT FOR INSTRUCTIONAL DESIGNERS

ABOUT PM4ID

Project Management for Instructional Designers (PM4ID) is – as the name suggests – a book about project management tailored specifically for instructional designers. This book is a revise / remix of a pre-existing, openly licensed project management textbook which was donated to the commons by a benefactor that desires to be attributed as Anonymous.

PM4ID includes many new features and improvements to the original book, including:

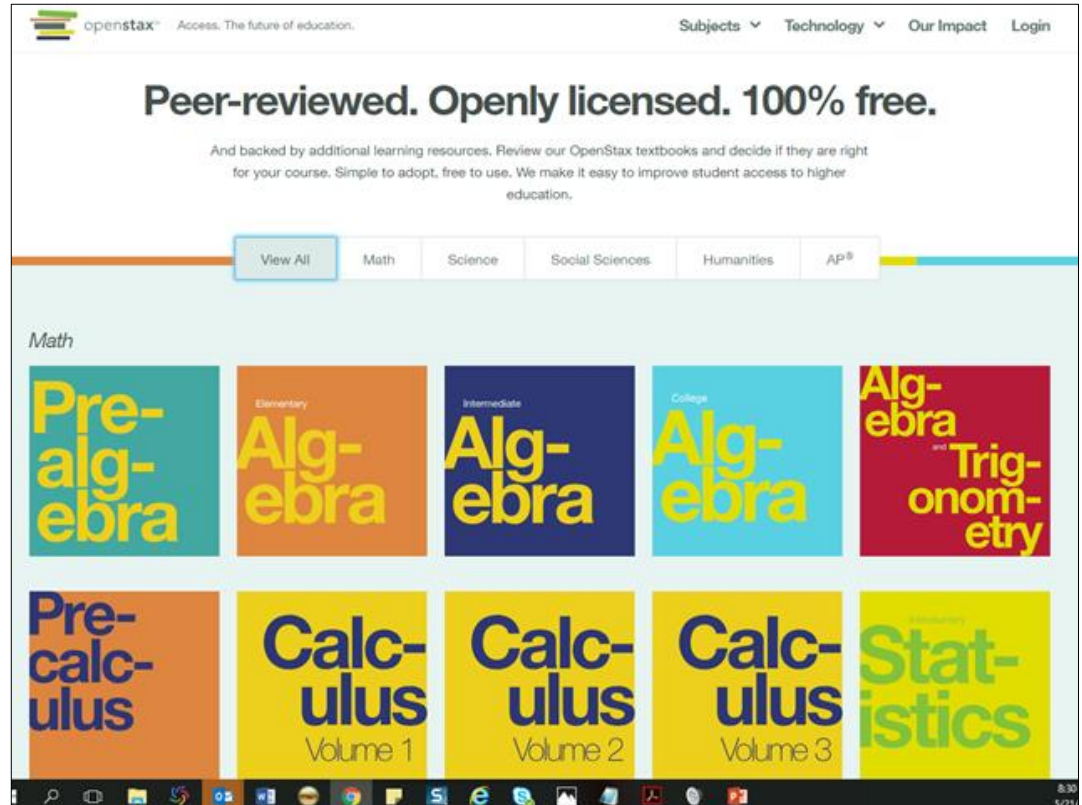
- Alignment of book chapters with the PMBOK, which supports readers in preparing for the Project Management Professional certification,
- A series of video cases of project managers working in the instructional design area, integrated into every chapter,
- Multiple versions of the book, including HTML, PDF, ePub, Kindle, and a text-to-speech mp3 audio version of the book,
- New examples written specifically for readers coming from the instructional design perspective,
- and more.



TABLE OF CONTENTS

	About PM4ID
	1 Introduction to Project Management
	2 Project Profiling
	3 Project Phases and Organization
	4 Understanding and Meeting Client Expectations
	5 Working with People on Projects
	6 Communication Technologies
	7 Starting a Project
	8 Project Time Management
	9 Costs and Procurement
	10 Managing Project Quality
	11 Managing Project Risk
	12 Project Closure
	Download
	Glossary

Other open textbook options Open Stax



Open and Affordable Textbook Programs

- Open Education Initiative
 - Emory University
- Alt-Textbook Project
 - North Carolina State University
- Affordable Textbook Project
 - San Jose State University
- Open Education Initiative
 - University of Massachusetts Amherst
- Alternative Textbook Program
 - University of Kentucky
- Open and Affordable Textbooks
 - Rutgers University
- Open Textbook Grant Program
 - Fort Hays State University
- Zero-to-Low Cost Course Project
 - University of Toronto
- OER Program
 - UNCG

Joyner Library Alternative Textbook Program

This program was developed to encourage faculty at East Carolina University to explore and use alternative texts such as Open Access textbooks, freely available articles and books, Open Educational Resources and/or library-licensed resources in lieu of assigning traditional textbooks.

First year there were over 35 applicants

2016 – 15 winners

*2017 – 16 winners

LSTA Grant Funded Project administered by NC State Library in collaboration with UNCG.

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Other Open Educational Resources Initiatives

- OER Commons
- MIT Open Courseware
- Ben's Guide
- Khan Academy
- Chem Collective



Search for Open Educational Resources

❖ Mason OER Metafinder (MOM)



Full Record

Title

Author

Date Range

From To

Clear

Search

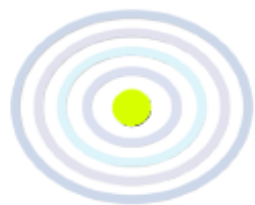
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The logo for the Democratic National Convention (DNC) features the letters 'DNC' in a large, bold, white sans-serif font. Below 'DNC' is the word 'LIVE' in a smaller, bold, white sans-serif font. To the left of the text is a graphic consisting of four interlocking loops. The top-left loop is dark blue, the top-right loop is yellow, the bottom-left loop is purple, and the bottom-right loop is light blue. The entire logo is set against a solid blue background.

DNC
LIVE



Value Proposition

- Students pay average of \$1,200 annual on textbooks.*
- If NC colleges & universities adopted OER textbooks for the top-50 courses in state, we'd save students approximately \$100,000,000 annually.**
- OER program in Georgia has saved students \$26.1 million in textbook costs since 2014.***

*<https://trends.collegeboard.org/college-pricing/figures-tables/average-estimated-undergraduate-budgets-2017-18>

**Based on analysis of similar-sized state, Georgia.

***<http://affordablelearninggeorgia.org/documents/ALGAILDataApr1917.pdf>



Our Goal

Ensure that the top-100 courses taught in college classrooms across North Carolina have access to high-quality, open, free textbooks.



What You Would Get

- Statewide OER network (UNC, NCICU, CC).
- Actively-curated statewide OER repository.
- Content hosting.
- Faculty adoption grants pool.
- OER Training from Open Textbook Network.
- Print on demand via UNC Press.
- Help Desk support.

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